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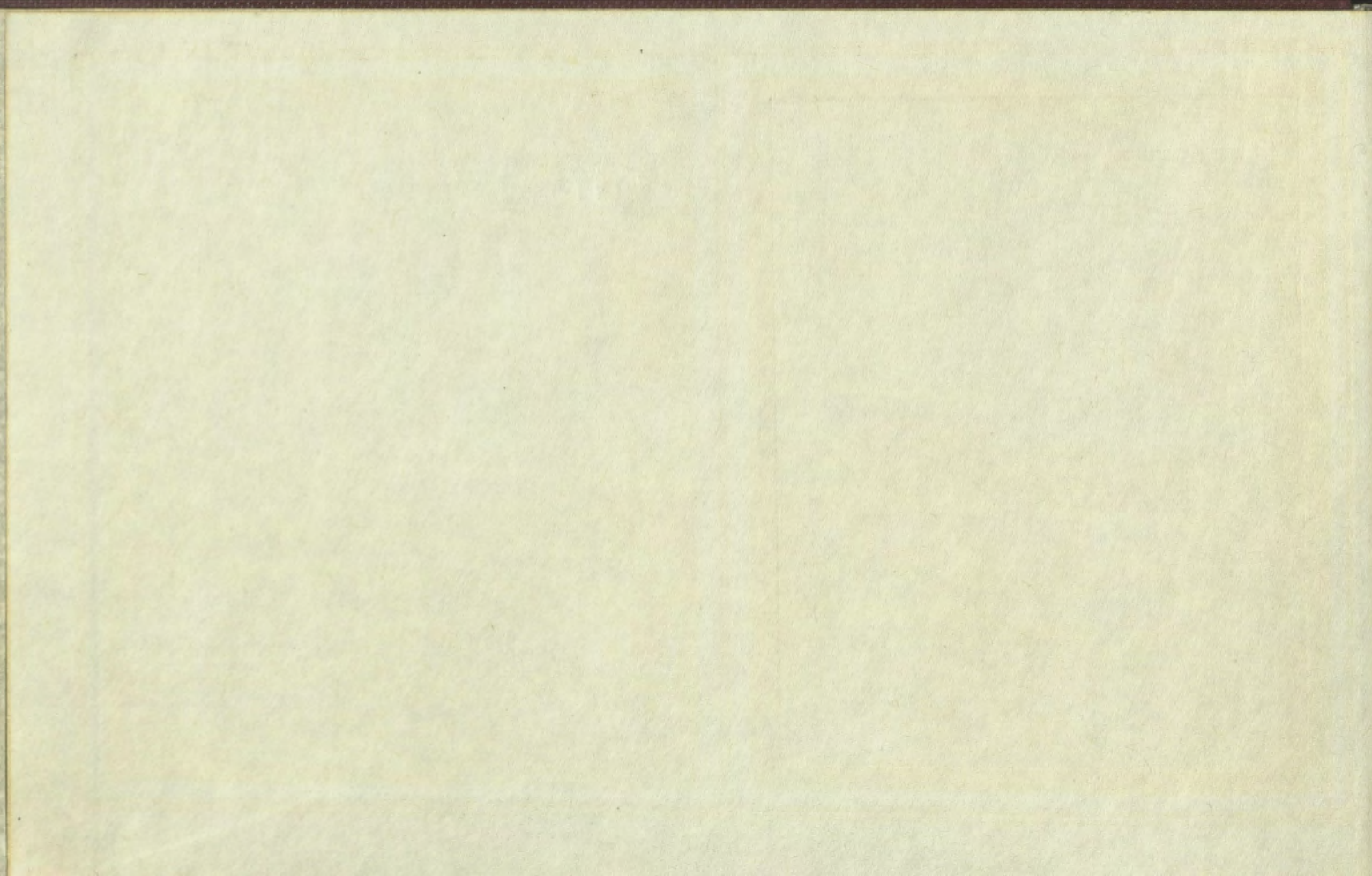
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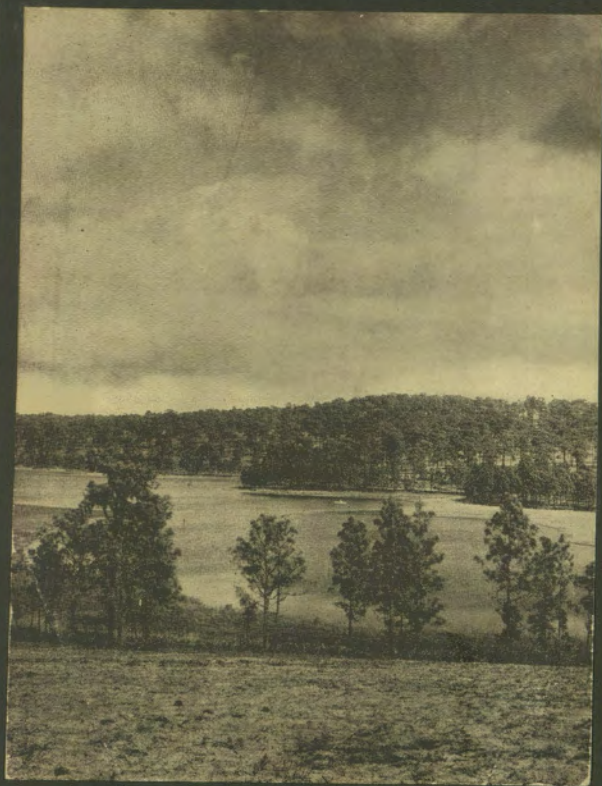
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MOUNTAIN LAKE FLORIDA

CITRUS
GROVES

WINTER
HOMES

MOUNTAIN
LAKE
FLORIDA

WINTER
HOMES

CITRUS
GROVES

THIS booklet describes in a preliminary way the proceeding development of a Florida community with these unusual features:

LOCATION—In center of famous Lake Region of Polk County, Florida, the citrus fruit center of the world. Served by two railroads, it is convenient of access to and from leading cities of the state.

NATURAL ADVANTAGES—The highest elevation not only in Florida but within sixty miles of the Atlantic Ocean between Key West and northern New Jersey; uniformly fertile soil, splendid hunting and fishing, golf and other outdoor recreations; noted for healthfulness and absolute freedom from malaria.

IMPROVEMENTS—Property laid out by a world-famous landscape architect. A quarter of a million dollars to be spent for community benefits—in roads, golf courses, a club house and public utilities.

SOCIAL SECURITY—Home sites sold only to persons of unquestioned social standing. Every person making application to purchase will be carefully investigated and sales made only to such as are found to move in the best circles in their home cities.

INVESTMENT VALUE—Home sites sure to increase in worth as development proceeds. Citrus groves offered in connection therewith may be depended upon to maintain themselves after coming into bearing, sustain the winter residences of their owners and pay in addition thereto a handsome profit.

EXPERT GROVE CARE—The citrus groves developed in this operation will be planted, cared for and brought into bearing, in ten-acre units, by the leading citrus experts of the world. Turned over to purchasers at maturity, five years old, their care will be continued under an equitable arrangement if desired, as will also winter homes during absence of owners.

MOUNTAIN LAKE CORPORATION

SALES OFFICE, CITIZENS BANK BUILDING, TAMPA, FLORIDA

(Address all correspondence to the above office)

Executive Office: Lake Wales, Florida

Branch Office: Winter Haven, Florida

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THE Mountain Lake Corporation will develop a group of winter home sites and citrus fruit groves in Polk County, Florida. The land selected is the very best for orange and grapefruit, very attractive in contour and beautiful from the scenic standpoint.

This booklet is simply an advance announcement. A more elaborate one, giving details in full, will be published shortly.

The main features are the ways in which natural advantages will be utilized by landscape architects and citrus fruit experts to the end that Mountain Lake shall have the finest orange and grapefruit groves on the globe in a community of noteworthy distinction for its winter homes.

The tract embraces 2,500 acres, chosen for its beauty, exceptional elevation, fertile soil, and proximity to warm water lakes. This tract has long been regarded as the best for its size in Florida. The property has been held in the family of the president of the corporation for many years awaiting development along the lines that are right now being carried out.

Mountain Lake itself, with a shore line five miles long, is in the center of the tract, and is two hundred feet above sea level. Within three-eighths of a mile from its eastern shore the rise is one hundred and eighty-six feet to the summit of Iron Mountain, which, according to the U. S. Geological Survey, is the highest point in Florida.

Three-Year-Old
Grapefruit
Tree at
Lucerne
Park





Looking Across Mountain Lake for a Mile, From an Elevation at the Southern Extremity. Iron Mountain Lies to the Right. Land Cleared for Planting in the Background. (Forty Acres of Grove Planted as This Booklet Goes to Press)

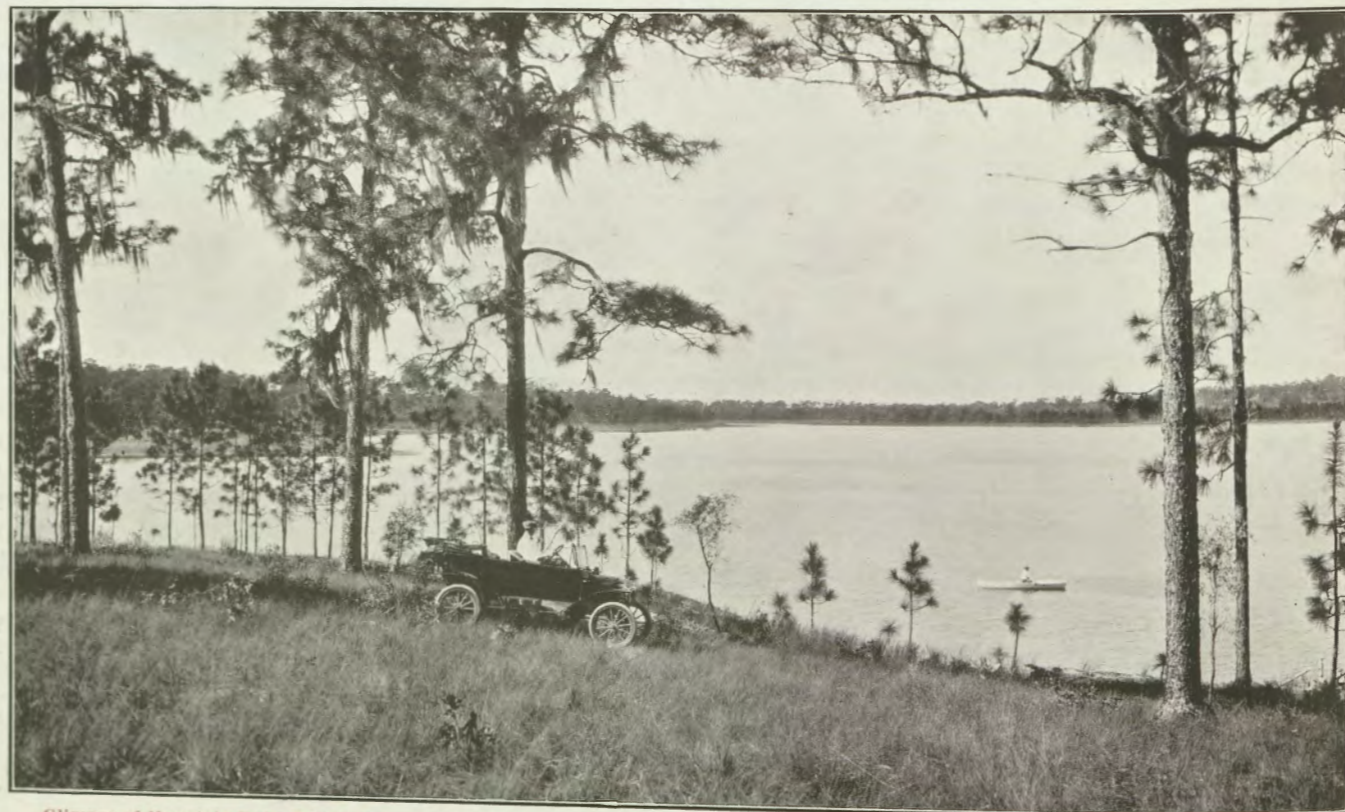
Heart of the Citrus Country of Florida

CITRUS fruit culture in Florida has reached its highest development in Polk County. The success with which oranges and grapefruit are grown here is due primarily to favorable soil and climatic conditions and, secondarily, to the high order of intelligence with which the groves are managed. Of all the many good sections of Polk County for citrus fruit culture, admittedly the best is the ridge country embracing Winter Haven, Florence Villa and Lucerne Park, and attaining its greatest elevation on the Mountain Lake property.

Mountain Lake is but sixty miles from the Atlantic Ocean and the Gulf of Mexico, due east from Tampa, and in the heart of the Lake Region, where it is remarkably comfortable in summer and notably free from disagreeable weather in winter. The exceptional elevation affords immunity from cold and the great amount of warm water in the near-by lakes gives added assurance of congenial temperature. In the matter of soil, this section has also been peculiarly blessed.

In the very important matter of transportation, the Mountain Lake property again has distinctive advantages. It is served both by the Atlantic Coast Line and the Seaboard Air Line railroads. The Atlantic Coast Line, marking the western boundary of the property for a mile and a quarter, is on the Haines City and Sebring division and may ultimately be extended to an important South Florida terminal. The division of the Seaboard Air Line, less than half a mile south of the Mountain Lake property, and passing through Lake Wales, runs from Tampa east and is now building across the state toward the East Coast.

The Mountain Lake Corporation will set orange and grapefruit trees in ten-acre groves on not less than 2,000 acres of its property. The remaining 500 acres, or such smaller acreage as may prove advisable, will be improved for winter homes and as the sites of a country club, a 120-acre golf course, etc. The development will be of the highest possible character—no more positive assurance of this fact could be given than in the engagement of Frederick Law Olmsted, of Brookline, Mass., a landscape architect of the highest standing, to plan the property, and of M. E. Gillett & Son, of Tampa Florida., to plant and care for the groves.



Glimpse of Mountain Lake Which Gives Some Idea of the Extent of This Body of Water. The Boat in the Foreground Suggests One of the Features of Life in This Community

Attractions of the Mountain Lake Section

IT is no reflection on the many beauties and peculiar advantages of the east and west coasts of Florida to say that the crest of the lake region of the south central portion of the state is the ideal location for a winter home.

The fact that this section has not been more extensively exploited as a place of residence during the months when the North is so unpleasant by reason of the cold and disagreeable weather, is due entirely to the lack of adequate transportation facilities which existed until recent railway construction made it accessible.

Now that two of the leading railroads of the South have been extended to serve this territory, alike notable for its adaptability to citrus fruits and for the beauty of its lakes and elevations, South Central Florida is rapidly coming into its own as a place of winter residence.

Here is the sportsman's paradise. Quail are plentiful and wild turkey can be found within a few miles of Mountain Lake. Bear, deer and other large game can be freely located within fifteen to twenty miles. Fishing is particularly good in most of the lakes which cover this part of Florida. Some of the most noted fishermen of the United States have been coming to Polk County annually for a long period of years. Former president Grover Cleveland was a frequent visitor during his lifetime and on some of his trips was accompanied by Joseph Jefferson, the noted actor.

Lake Pierce, within one and one-half miles of the property of the Mountain Lake Corporation, is a very large body of water and recognized as one of the finest fishing lakes in South Central Florida. Plans are now being considered for connecting it with the Kissimmee River, which flows into Lake Okeechobee. The latter already may be reached both from the Atlantic Ocean and Gulf of Mexico by boat. In the near future it is probable that boats will go from Lake Pierce through the Kissimmee River and Lake Okeechobee either to the Atlantic seaboard or the Gulf of Mexico. This will provide an inland water course through one of the most charming and picturesque portions of Florida—a delightful route for pleasure craft.



Virgin Pine Timber On One of the Elevations in the Mountain Lake Tract. A Hint of the Height of the Property Is Given by the Distant Vista. From This Point One Can See for Fifteen or Twenty Miles. Size of Timber Indicates Fertility of Soil

The Social Advantages of Mountain Lake

IN the very heart of the lake region, a fact which is emphasized by the size and beauty of Mountain Lake and the elevation of Iron Mountain, is located the property which is now under development by the Mountain Lake Corporation.

The 2,500 odd acres owned by this company include the very best land on the "ridge," which properly has been termed the backbone of Florida. The combination of mountain and lakes is one of rare beauty, affording the possibility of landscape effects of endless variety.

Lake Wales, the nearby railroad town, just half a mile to the south, is the only junction point on the ridge. It is easy of access to Jacksonville and Tampa, the two largest cities of the state, and the journey to either point requires but a few hours. There is little question that by the time this development is well under way Lake Wales will also be on the line of direct communication between the east and west coasts of Florida.

It will then be convenient for members of the Mountain Lake colony to make visits to the thriving towns and delightful winter resorts of the East Coast, as it is now to reach Tampa and neighboring places on the Gulf Coast. The many social events that mark the winter season in the coast cities of Florida may be attended by residents of Mountain Lake without any more trouble than now attaches to a trip from Tuxedo to New York City.

Social security will be one of the cardinal features of life at Mountain Lake. In the sales of home sites great care will be taken with reference to the social standing of the purchasers. Only such persons can buy property at Mountain Lake as are found to move in the best circles of their home towns.

The quarter of a million dollars to be expended by the Mountain Lake Corporation in community improvements will be along the lines that insure adequate facilities for the full enjoyment of every form of outdoor life. In addition to the golf courses, adequate provision will be made for tennis and other like sports.



A Mountain Lake Sunset. Sentinel Pines Like This Will Be Preserved in the Landscaping. A Setting of This Kind for a Winter Home Can Not Be Excelled. Boating on Mountain Lake Will Be a Popular Recreation

The Men in Charge of this Development

FREDERICK LAW OLMSTED is a landscape architect who has many notable achievements to his credit. He comes of a family of landscape experts, his father having done the most notable work in this field accomplished during his lifetime. Among the elder Olmsted's best known work was Central Park, in New York City, and Biltmore Estate, near Asheville, North Carolina. The latter was his last great undertaking and in it his son was intimately associated with him. In fact, the son carried to a successful conclusion the plans originally conceived by his father. The more recent work of Frederick Law Olmsted has been of equally notable character, including such well-known landscape successes as Forest Hills Gardens, Long Island, Roland Park, in Baltimore, etc.

M. E. Gillett & Son are well and favorably known wherever the citrus industry has attained importance. Thirty-four years ago M. E. Gillett established Buckeye Nurseries as a source of supply for orange and grapefruit trees of the best varieties and highest quality. The unusual standards which he adopted for the conduct of his business had the result of making the trees grown in his nurseries so vigorous and healthy that acute grove owners soon learned that they were worth a premium. For many years they have been planted in the best groves not only throughout Florida but in all the Gulf Coast country, Cuba, Isle of Pines, and California. Buckeye Nurseries have grown to large proportions, but the production is rarely equal to the demand.

Not only has Mr. Gillett been extraordinarily successful in the nursery business but he has devoted much of his time with equal success to the production of citrus fruit for the market. When the Florida Citrus Exchange was organized, he was unanimously chosen as general manager for the first year, and his work during that period has reflected itself in the signal success that has attended the Exchange in its subsequent history. In other lines of business activity he has been no less successful than in the citrus industry, and today Mr. Gillett is universally esteemed and respected as one of the most substantial citizens of Florida. Some years ago he served a term as mayor of Tampa and in this position did great work for the upbuilding of his home city.



View of One Section of the Famous Lucerne Park Citrus Groves. One Thousand Acres of Oranges and Grapefruit Have Been Developed Here as a Unit. The Mountain Lake Development Is Under the Same Direction

The Only Thousand-Acre Grove in Florida

A FEW years ago Mr. Gillett and his son, D. C. Gillett, conceived the idea of a grove development on such a scale as was altogether unheard of. For this they selected a site near Florence Villa, in Polk County. One hundred ten-acre groves were planted and brought into bearing under their direction and management. This development was given the name of Lucerne Park and attracted the investing favor of some of the shrewdest men of means in the entire country.

The Lucerne Park idea and ideals set a new standard in the citrus fruit development of Florida and today all other grove enterprises refer to it as the best type of grove building in the state. In this enterprise D. C. Gillett was actively associated with his father, as he has been for some years in all their varied lines of endeavor. The younger Gillett is a man of broad vision, fine judgment and great energy. His fine character has endeared him to a host of business associates and personal friends. No man in Florida stands higher in public esteem.

The success with which their efforts at Lucerne Park have been crowned, in the way of groves which are a credit to the state and a source of satisfaction to their owners, made Messrs. Gillett & Son feel that an even more elaborate development might be undertaken under proper auspices. They found that every requirement for much larger and even more advanced grove planting was met by the Mountain Lake property. Accordingly, they have undertaken the planting and care of the two thousand acres of grove planned for this enterprise, and have assumed the selling agency for the properties. In the Mountain Lake development, as in that at Lucerne Park, the Gilletts will bring to bear on the situation the ripest experience and the finest equipment available anywhere. The Mountain Lake groves will be planted with the very best quality of trees produced in Buckeye Nurseries and will be cared for by the same methods found so effective at Lucerne Park. In the sale of the groves the Gilletts will be disposing of properties in which they take the deepest pride and in the ultimate success of which their splendid reputations will be involved.



The Wonderfully Beautiful Combination of Forests and Lakes Characteristic of the Mountain Lake Vicinity. The Landscaping Will Preserve Many Fine Old Trees Like That Shown in This Picture

Landscape Architect's View of Mountain Lake

IT is felt by the directors of the Mountain Lake Corporation that the attractiveness of the community to the class of people it is desired to interest in the property will be much greater if the natural beauties are considered in arranging the plantings. Hence the engagement of Frederick Law Olmsted to devise a plan which will be conformed to in laying out the tract.

Mr. Olmsted is now engaged in the work of making this plan, so it is not practicable to describe it in any great detail at this time. There will be winding roads and all other elements of attractive landscaping, however. Such portions of the tract as are especially beautiful for winter home sites will be reserved from the citrus plantings and certain portions of the land peculiarly adapted to the purposes will be set aside for the club house, golf courses and other things of the kind. The wonderful possibilities of the property from the landscape point of view perhaps can be best explained in quotations from a recent newspaper interview with Mr. Olmsted. Among other things he said:

"I am on my way home from a visit of inspection to the Mountain Lake tract near Lake Wales. I went there to study its notable natural scenery in the wild state and to look into the possibility of combining in the development of the tract an exceptional quality of landscape beauty with the economic returns from intensive citrus culture.

"I am told that the high elevation of the land above the central Florida plateau from which it rises, considerably increases its value for citrus growing. That lies outside of my line of expert knowledge. But I know that this elevation gives great and peculiar distinction to the landscape both in its present natural state and in its possibilities.

"I believe I am right in my impression that it is the highest point of land within sixty miles of the coast between Key West and Northern New Jersey, where a hill that is not so enormously higher bears the curiously inappropriate name of 'Orange Mountain'. A sort of red pie-crust at the top gives Iron Mountain a fair claim to the first part of its name, and it has a great deal better claim to the title 'Mountain' than its opposite neighbor at the other end of the long coastal plain has to the name 'Orange'.

"Seriously speaking, the height of Iron Mountain is just sufficient in a flat country diversified by low, rolling, tree-clad ridges and interspersed with countless lakes, to give that quality of varied distant outlook essentially characteristic of views from a mountain, the succession of crest lines silhouetted one beyond another, each bluer and paler till all detail is lost in the horizon. Seen from below it is a fine enough ridge of pine forest for any one who

dreams of alpine scenery, but for those who look outward from its summit the view has unexpectedly the true quality of that from a mountain. That quality in large measure it is bound to retain whatever happens. Indeed the substitution of low orange groves for tall pine woods, now rapidly in progress in the surrounding territory, will make the central mass perceptibly more commanding in its views than at present.

"Unfortunately for picturesque effect, however, the land of the Lake Wales ridge is so uniformly and completely of first-class quality for citrus fruit that in the ordinary course of development it is likely to become continuously occupied by orange and grapefruit trees set twenty-five feet apart north and south and east and west, row after row, up hill and down dale in ten-acre squares, without a single appreciable break for miles. An occasional row spaced a trifle wider than twenty-five feet to leave room for a road on the checker-board land office pattern, and an occasional house or shed, would scarcely break the continuity; for the present tendency seems to be for grove owners to live in the towns and for them and their laborers to go back and forth to their work like inverted commuters, according to the ancient custom of European peasants rather than of self-reliant American farmers.

"Now I will give place to no one in my admiration for the beauty of the orange tree and the orange grove. As an artist whose time and thought have been largely devoted to a study of the beauty of trees as elements of landscape composition, I hold the orange among the most beautiful of all. But there would be a certain monotony about such a landscape as I have just described only partly offset by its splendor of richness. It would be a wonderful thing to come and see those miles and miles of dark green orange tree foliage, sweeping uniformly over billowing ridge and hollow from the top of Iron Mountain down to the lakes and to the pine flats and broad prairies where the citrus soil abruptly stops. But one would not care to live with it. It is my belief that there is a positive quality in beautifully picturesque landscape of appropriately tropical type, in association with the climate of Florida, that people will eagerly desire to live with.

"I am satisfied that under the conditions in the vicinity of Iron Mountain, by ingenious and painstaking adjustment of the orange groves and of the roads to the naturally picturesque and irregular forms of the ground, and by reserving out from development for orange groves a moderate percentage of carefully selected land occupied by pines and other tall trees, and by guiding and controlling within reasonable limits the character of improvements other than orange groves upon lands sold by the corporation, it will be possible to create a district exceptional for its beauty as well as for its productiveness, and, as such, exceptionally attractive to the seekers for winter homes in Florida who want the very best.

"Other places have good citrus lands, though none have better. Other places have good climatic and health conditions, though none have better. Other places have the same opportunities for the growth of beautiful tropical vegetation. But nowhere else in Florida are such outlooks to be had as from Iron Mountain and nowhere else is a systematic effort being made to conserve and develop the landscape beauty of a large tract to the fullest extent in connection with its economic development."

Panoramic View of Iron Mountain, Overlooking Mountain Lake, Showing Its Sloping Banks,
Expanse of Water and Beautiful Shore Lines



Beauties of Mountain Lake and Environs

THE photographs reproduced in this booklet but faintly portray the natural beauties of Mountain Lake and surrounding country. A visit must be made to the property before these can be appreciated. The approach for miles in any direction is on gradually rising land. From a long distance away the summit of Iron Mountain is a marked feature of the landscape. The climb of approximately two hundred feet from the level of Mountain Lake required to reach the top of Iron Mountain proves deceptively fatiguing to pedestrians, and puts the power of automobiles to a test unknown in Florida.

From the summit of the Mountain the view is most magnificent. On a clear day—and most every day in this section of Florida is clear for a greater portion of the time—one can see with the naked eye for many miles. Landmarks on the highlands in the vicinity of Winter Haven and even so far away as Lakeland can be easily recognized. With a strong field-glass the scope of one's vision is extended for fifty odd miles, or almost to the Gulf in one direction and well towards the Atlantic in the other. Small lakes dot the property and in the immediate vicinity are quite a large number of considerable size.

The gently rolling nature of the country reminds one of the blue grass regions of Kentucky, Tennessee and Virginia, or the fertile valleys of eastern Pennsylvania, and it requires no great stretch of the imagination to trace in Iron Mountain and the surrounding hills a strong resemblance to the lower lying plateaus of the Blue Ridge mountains far to the north. The visitor from other sections of Florida, whose eye has become accustomed to miles upon miles of comparatively level plains, can scarcely believe that the elevations of Iron Mountain and its sister hills are not some portion of a far more rugged country set down in the midst of Florida over night by the means of some magic necromancy.

It is little wonder that Mr. Olmsted grows enthusiastic over the landscaping possibilities of Mountain Lake and Iron Mountain. Surely there could be no stronger testimony to the inherent beauties of this section than the words of praise bestowed upon it by this famous land-

scape architect. Made familiar with beauty spots of the entire world by extensive travel, and having had to do with the landscaping of some of the most notable of these, Mr. Olmsted is certainly in a position to know and appreciate the beauty of this extraordinary part of Florida. It is equally certain that he would not undertake its development were he not assured that in the final outcome it will measure up to his accomplishments along similar lines in other parts of the world.

A visit to Mountain Lake will be interesting to every lover of the beautiful, even in the present early stage of the development. As indicated by the photographs in this booklet, the country is of surpassing natural attractiveness. Present facilities for reaching it and for comfortable entertainment while there are good. The Atlantic Coast Line Railroad operates a double daily train service to Lake Wales, with connections at Haines City both for Jacksonville and Tampa. Direct railroad communication with Tampa, on convenient schedules, will be afforded by the Seaboard Air Line probably by the time this booklet is printed. The Lake Wales hotel is surprisingly modern and well furnished when one considers that the town is only three years old.

Only about ten miles away is the Florence Villa hotel, open from the first of January to the first of April. This is one of the very best winter resort hostleries in the entire state and has a deservedly wide reputation for good management and cuisine. Florence Villa is on another branch of the Atlantic Coast Line, which runs from Lake Alfred to Bartow. From Florence Villa to Mountain Lake is but a short drive through a rapidly developing section of the country. Acres of producing citrus groves lie on either hand interspersed with pine forests that are fascinatingly beautiful. The road from Florence Villa to Mountain Lake has been improved and visitors are conveyed in the new and comfortable automobiles of the Mountain Lake Corporation. Those who intend to stop at the Florence Villa hotel and visit Mountain Lake from there are advised to communicate with the Mountain Lake Corporation a few days in advance in order that suitable reservations may be made for them. Officials of the corporation at Lake Wales or Winter Haven, or the selling agents at Tampa, will be pleased at any time to meet parties wishing to visit Mountain Lake and accompany them on an inspection of the property.





One of the Many Small Lakes on the Property of the Mountain Lake Corporation. Citrus Groves Can Be Planted to the Very Brink of These Lakes. They Are Spring-Fed, With Water Always Fresh

scape architect. Made familiar with beauty spots of the entire world by extensive travel, and having had to do with the landscaping of some of the most notable of these, Mr. Olmsted is certainly in a position to know and appreciate the beauty of this extraordinary part of Florida. It is equally certain that he would not undertake its development were he not assured that in the final outcome it will measure up to his accomplishments along similar lines in other parts of the world.

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One of the Many Small Lakes on the Property of the Mountain Lake Corporation. Citrus Groves Can Be Planted to the Very Brink of These Lakes. They Are Spring-Fed, With Water Always Fresh

Some Practical Features of the Enterprise

IT is not alone from the standpoint of beauty that the contour and elevations of the Mountain Lake section are of importance. As already mentioned, these are features of great value in citrus fruit growing on account of the bearing which they have on climatic conditions. Further, they are entitled to consideration in that they indicate land of general and almost uniform fertility. In many sections of Florida, even where citrus fruit growing is conducted on a large scale and in a most successful way, the groves are interspersed with vast tracts of waste land. In the Mountain Lake tract there is not an acre that is not splendidly adapted to orange and grapefruit growing. The groves to be built will give two thousand acres of citrus fruit practically in a solid block. The only variations will be those parts of the property devoted to home sites, golf links, parks and roads, recreation purposes, etc. Every acre of the two thousand will be planted with the promise of successful results.

There is little wonder that the most successful men Florida has in the development of citrus fruit property approach with enthusiasm the task of making the Mountain Lake two hundred ten-acre groves. It is significant that M. E. Gillett & Son, looking at the property from a practical viewpoint, regard it just as favorably as does Mr. Olmsted from the esthetic. It is likewise significant that these great experts have joined so heartily in combining a citrus fruit development with landscaping to the end that the very utilitarian purposes of the former may have an unusual setting through the latter. In other words, at Mountain Lake for the first time in citrus grove making there will be fully carried out the idea that beauty has a value aside from the pleasure it yields to those who live in its midst—the idea that is the foundation of the movement for better conditions and surroundings which in the past few years has attracted the attention of manufacturers and business men generally. All this, too, in a portion of South Central Florida that is noted for its salubrious climate, its remarkable record for healthfulness, its great number of sunshiny, growing days, and its accessibility by means of the Seaboard Air Line and the Atlantic Coast Line railways.



Scene in Buckeye Nurseries, Winter Haven, Owned by M. E. Gillett & Son. These Gentlemen Developed Lucerne Park, Florida's Greatest Citrus Grove, and Have in Charge the Making of the Greater Groves of the Mountain Lake Corporation

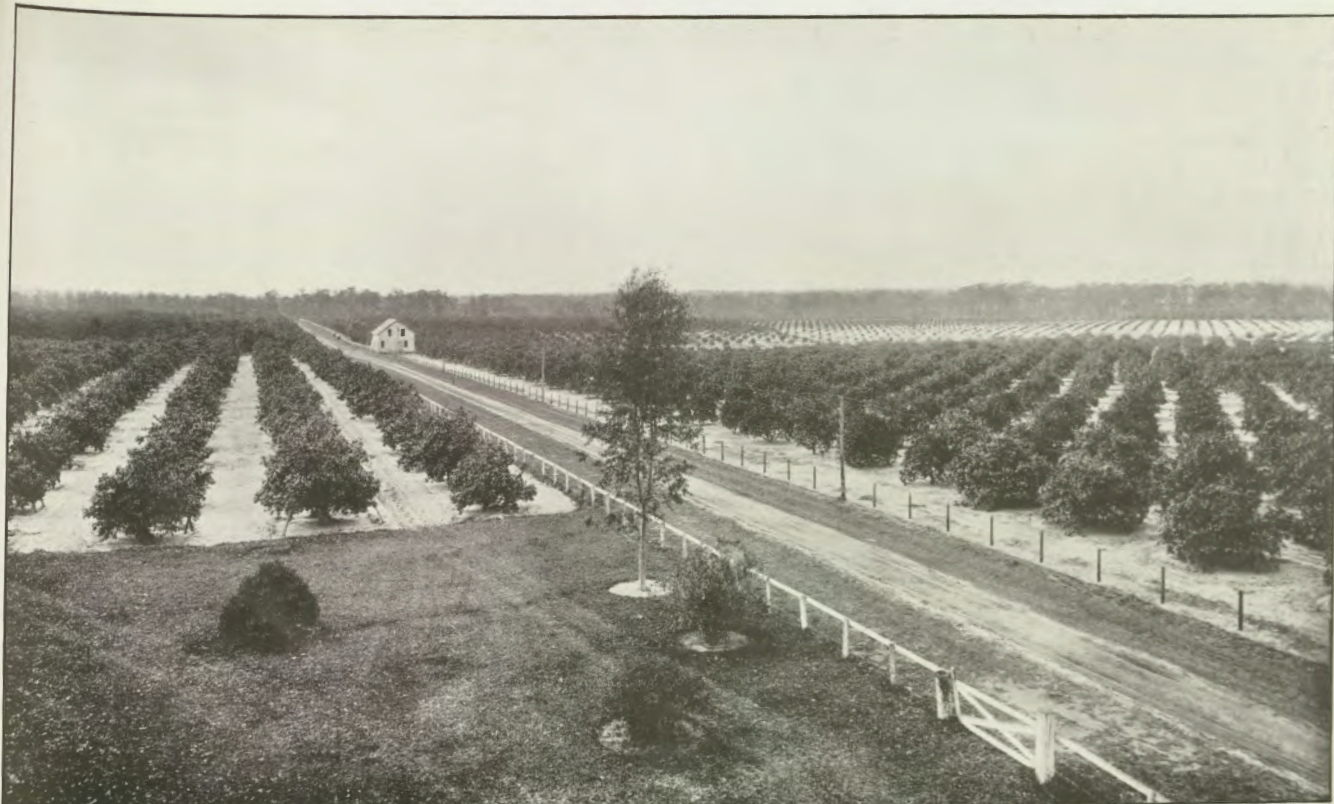
Working for Results Regardless of Cost

THE Mountain Lake Corporation has taken up this development with the full determination that it shall be a lasting monument to every man connected with the enterprise. Nothing will be done in a stinted way and every dollar will be so spent as to insure full value to the community. Messrs. Gillett & Son and Mr. Olmsted will be given a free hand in the plans respectively to be made by them and in their execution.

Definite arrangements have been made for the outlay of not less than \$250,000 in public improvements. These will include the roads, the golf courses, athletic fields, and other features that will add to the value of the property of every purchaser as well as increase the pleasure and enjoyment of his family during their period of residence at Mountain Lake. Some of the improvements will be of eminently practical character—these having to do with facilities for the marketing of the product of the groves and related matters.

The growing of citrus fruits in the immediate vicinity of Mountain Lake is not a new thing. For many years before the country was opened by the building of railroads there was a considerable development of the industry. The oranges and grapefruit produced in the surrounding country were noted for their good quality and were in demand by keen buyers. The trees in these old-time groves are vigorous and heavy producers. With the coming of railroads and the adoption of more progressive methods of culture, picking and packing, this part of Florida has come into its own. Some very fine groves are located in the immediate vicinity of Mountain Lake.

In the Mountain Lake development only groves in units of ten acres will be sold. The land will be cleared and the trees set out during the planting season immediately following the sale, 625 trees to the grove, oranges and grapefruit in the proportion specified by the purchaser, all on rough lemon stock with a root system fifty-one months old and a bud of the choicest variety fifteen or more months old, fully guaranteed. The groves will be cultivated, fertilized and otherwise cared for in the most approved and thorough manner for a period of five years from the date of planting, or continuously if the purchaser so desires.



The Ambrose Groves, of Over One Hundred Acres, Near Florence Villa; Regarded as the Finest in the State. Planted and Developed by
E. E. Twiss, Superintendent of Groves at Mountain Lake

Terms and Estimated Returns From Groves

THE price of each of the first fifty ten-acre groves will be \$7,500, one-third cash and the balance in equal quarterly instalments of \$312.50 beginning one year thereafter, without interest; and the purchaser will be entitled to all returns from the sale of fruit during such period of five years. The purchaser will make all payments to the Citizens Bank & Trust Company of Tampa, which will see that all the obligations of the Mountain Lake Corporation are complied with in good faith. After fifty groves have been sold the price will be advanced to \$8,000, and after seventy-five have been disposed of at that figure, to \$8,500.

The grove purchaser's net outlay during the period of five years is estimated as follows:

Year	Investment	Return	Remarks
1st	\$2,500.00	\$0,000.00	
2nd	1,250.00	0,000.00	
3rd	1,250.00	0,000.00	
4th	1,250.00	625.00	625 trees, $\frac{1}{2}$ box, @ \$2.00
5th	1,250.00	1,875.00	625 trees, $1\frac{1}{2}$ boxes, @ 2.00
	\$7,500.00	\$2,500.00	Investment exceeds return \$5,000

On this net investment of \$5,000.00 the purchaser's annual net profit after the five years* is estimated as follows:

Year	Outlay	Return	Profit	Remarks
6th	\$1,000.00	\$3,125.00	\$2,125.00	625 trees, $2\frac{1}{2}$ boxes, @ \$2.00
7th	1,200.00	4,375.00	3,175.00	625 trees, $3\frac{1}{2}$ boxes, @ \$2.00
8th	1,400.00	5,000.00	3,600.00	625 trees, 4 boxes, @ \$2.00

*If desired the Mountain Lake Corporation will continue to care for the grove after five years upon payment of a nominal administration fee plus actual cost exceeding these estimates. After the eighth year a citrus property planted to late varieties of oranges and grapefruit which, owing to location, Mountain Lake can enjoy exclusively, should pay an average net of not less than \$5,000.00 per annum.

The above estimates are based on the normal average for excellent groves, but do not approximate the larger returns realized year after year by the exceptional grower in the immediate vicinity. There are three prerequisites to large returns: first, proper soil, elevation and climate; second, the best in stock and variety; third, advanced cultural methods and care. The Mountain Lake Corporation already possesses the first to a degree unsurpassed in Florida, has secured the second by contracting for trees of the most expensive staple varieties, from the greatest of nurseries; is assured the third through the services of the highly regarded firm of M. E. Gillett & Son, nurserymen of thirty-four years' experience, who, among their past operations, have most successfully accomplished the development of a great grove on the very plan herein contemplated.



(1) Grove Near Mountain Lake. Rows One Mile Long. (2) Six-Year-Old Grove Heavily Laden With Fruit. (3) Another View in Ambrose Grove. Supports Must Be Given Trees on Account Burden of Fruit. (4) Specimen Tree Eight Years Old in Grove Near Mountain Lake

Money Paid to a Reputable Bank as Trustee

THE sales contract under which these properties will be disposed of is one which insures absolute protection to the purchaser. A deed of trust for the tract will be made to the Citizens Bank & Trust Company, Tampa, one of the most reputable financial institutions in the entire Southeast.

This bank enters into a three-party agreement with the purchaser, the third party to which is the Mountain Lake Corporation. The bank receives the payments from the purchaser and turns these over to the corporation only when satisfied that the latter has done the work required by the contract. Sample contracts and full details of this plan of handling the financial transactions involved will be mailed on application.

Purchasers of citrus groves at Mountain Lake need not be concerned with their care after the five-year period. While the properties will be turned over then and the owners may, if they so desire, direct the future care themselves, those who do not wish to burden themselves with the details of the management of their groves can have this continued by the Mountain Lake Corporation for as long a period as may be mutually agreed upon, under a plan whereby the Corporation will receive a fixed fee covering its administration expenses and the owners will be charged the actual cost of the necessary labor, supplies, etc. It is believed that the savings on these items to be secured by the handling of the large acreage as a unit will be much more than sufficient to cover the small administration fee. It is also a part of the plan of the Mountain Lake Corporation to take care of homes during the absence of owners for a fixed administration fee, plus the necessary expense for labor and supplies. The Mountain Lake development has been given very careful thought. It provides for the making of first quality citrus fruit groves in a highly favored location. It plans for the creating of winter homes amid the most delightful surroundings. It forestalls the desire for out-of-door life in adding to the natural beauties of the country a golf course, drives and parks. It relieves the purchaser of all care and responsibility for the up-keep of his property.



1



2



3



4

(1) Residence at Lake Wales Seen From Across Crystal Lake. (2) Distant View of Town of Lake Wales, Lake of Same Name in Foreground. (3) Lake North Wales. Mountain Lake Tract Begins at Summit in Background. (4) The Lake Wales Hotel

An Expert Overseer; His Past Experience

THE citrus groves now being made at Mountain Lake under the direction of Messrs. Gillett & Son will have the personal, day by day supervision of E. E. Twiss, one of the most successful and best known growers of Florida. Several of the most productive groves in the vicinity of Florence Villa and Winter Haven owe much of their present splendid condition to the fact that they were supervised in the making by Mr. Twiss. A grove of more than 100 acres which he built near Lucerne Park was recently purchased by Mr. H. T. Ambrose, president of one of the greatest corporations of the country.

Citrus fruit growing when properly handled admittedly is the most profitable of all agricultural or horticultural activities. The earnings of the best groves of Florida are not equalled or approached in per acre net income by crops of any other nature or any other section. The plan of development first worked out in detail at Lucerne Park is now to be applied to the groves of the Mountain Lake Corporation, having been found essential to maximum results from citrus groves. In every part of Florida the Lucerne Park groves are referred to as representing the highest type of citrus development and at Mountain Lake the groves will be even more valuable because of natural advantages.

The marketing end will be safeguarded for the purchasers of groves at Mountain Lake. It is estimated that two packing houses larger than any now to be found in the state will be required to handle the product of this 2,000 acres of groves within a comparatively short time after the trees come into bearing. It is probable that one of these houses will be located on the Seaboard Air Line and the other on the Atlantic Coast Line, or at a junction accessible to both railroads. All of the fruit grown in the community will be shipped through the Florida Citrus Exchange, a guarantee of intelligent handling in the markets and of aggressive merchandising efforts to secure top prices. It will be the policy to send to market only fruit of superior quality, most carefully handled and packed, and to establish for the Mountain Lake brands a reputation which will enable them to command a premium in every quality market of the United States.



(1) Florence Villa Hotel. A Beautiful Winter Resort, Ten Miles from Mountain Lake. (2) Residence of Mrs. Dr. F. W. Inman at Florence Villa.
(3) Home of George E. Koplin, Noted Citrus Fruit Grower. (4) Hall Home at Winter Haven

Personnel of the Mountain Lake Corporation

THE stockholders and directors of the Mountain Lake Corporation are gentlemen of means and position both in the business and social world. A number of them have already purchased groves and they will establish their winter homes at Mountain Lake. Among the more active shareholders may be mentioned:

FRANK S. WASHBURN, president American Cyanamid Company, Niagara Falls, Ont., president Alabama Power Company, Birmingham, Ala.

JAMES MITCHELL, president Alabama Traction, Light & Power Company, Ltd., New York and London.

HERBERT E. GOODMAN, vice-president and general manager Goodman Manufacturing Company, electrical mining machinery, Chicago, Ills.

ELMER A. SPERRY, president Sperry Gyroscope Company, New York.

M. E. GILLETT AND D. C. GILLETT, proprietors of Buckeye Nurseries and Gillett Lumber & Transportation Company, Tampa, Fla.

E. C. STUART, vice-president State Bank of Bartow, Bartow, Fla., director Coronet Phosphate Company, Lakeland, Fla.

FREDERICK S. RUTH, president Mountain Lake Corporation, Lake Wales, Fla.

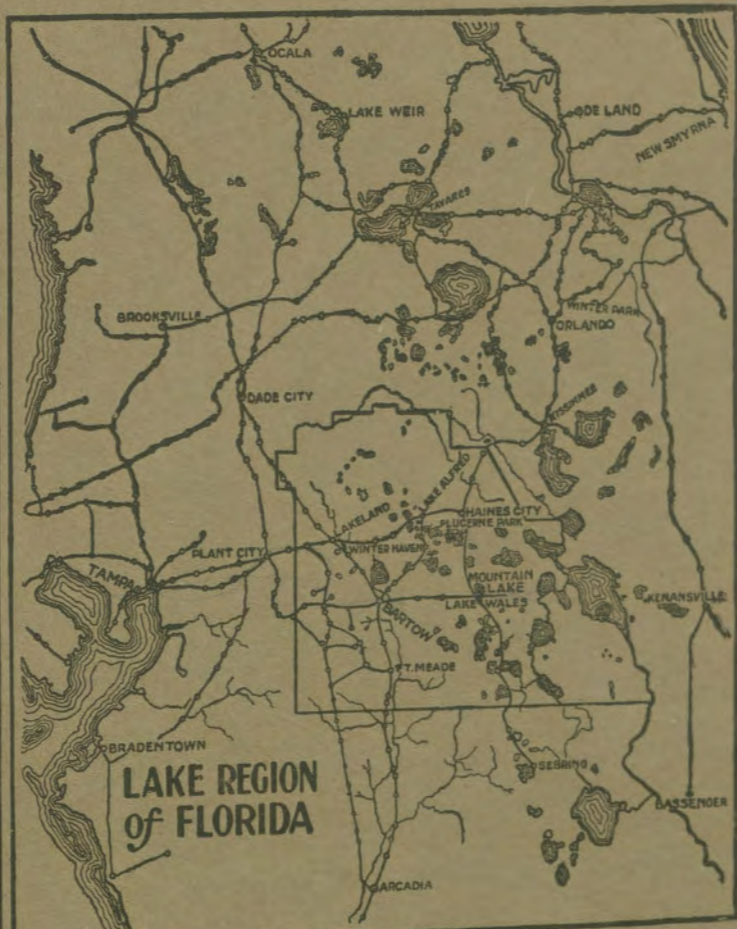
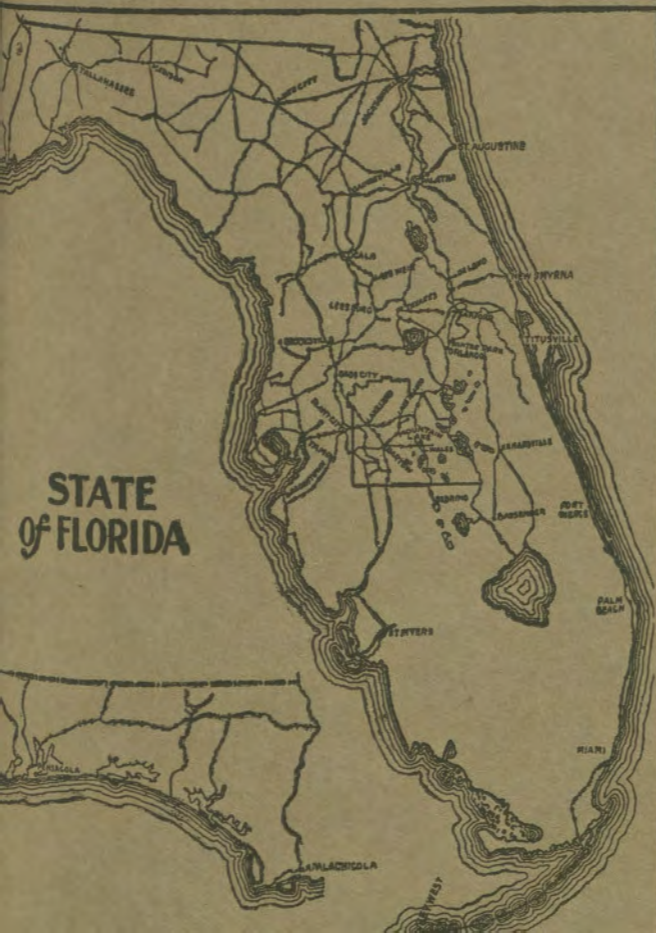
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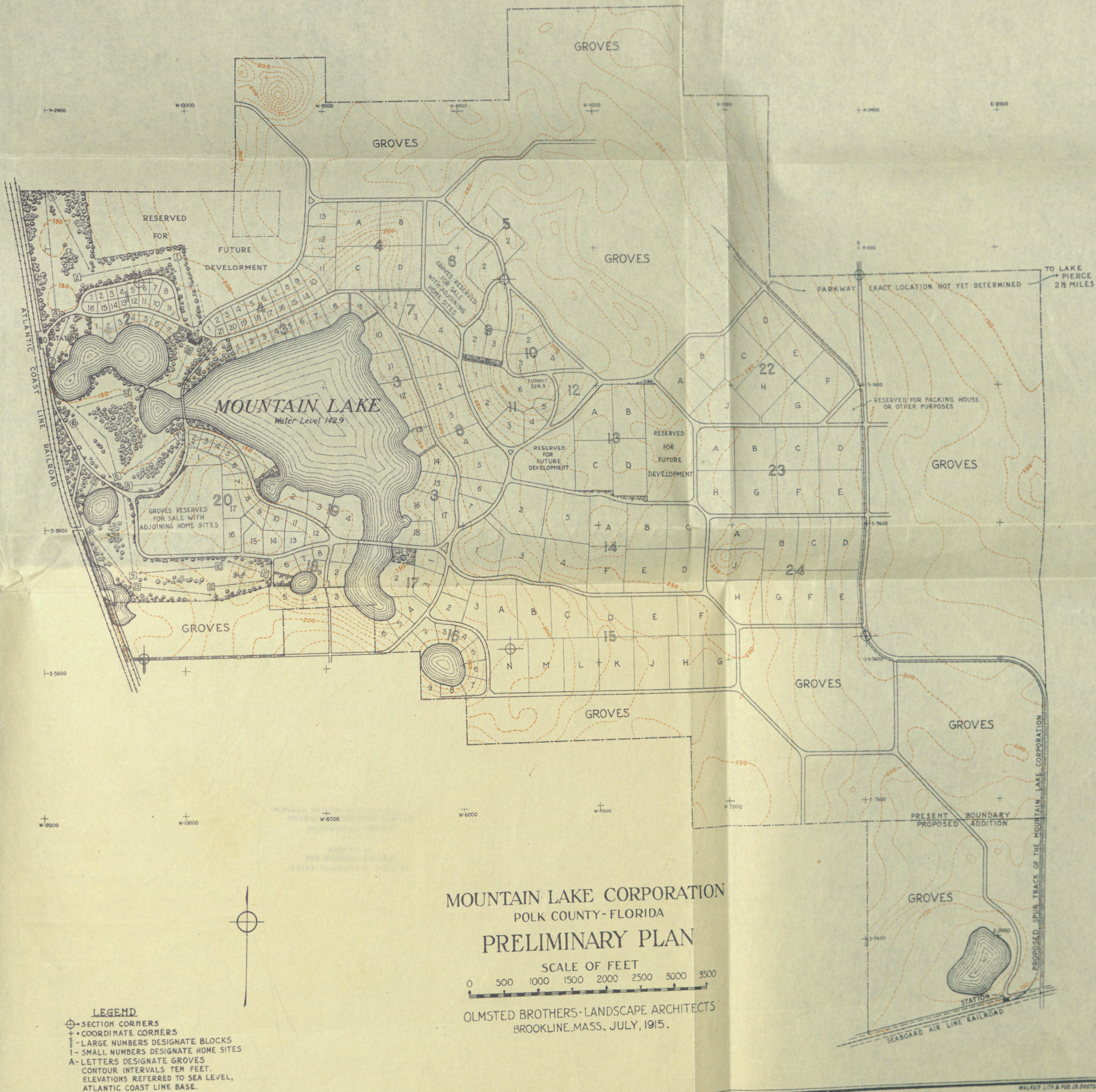
SALES OFFICE, CITIZENS BANK BUILDING, TAMPA, FLORIDA

(Address all correspondence to the above office)

Executive Office: Lake Wales, Florida

Branch Office: Winter Haven, Florida





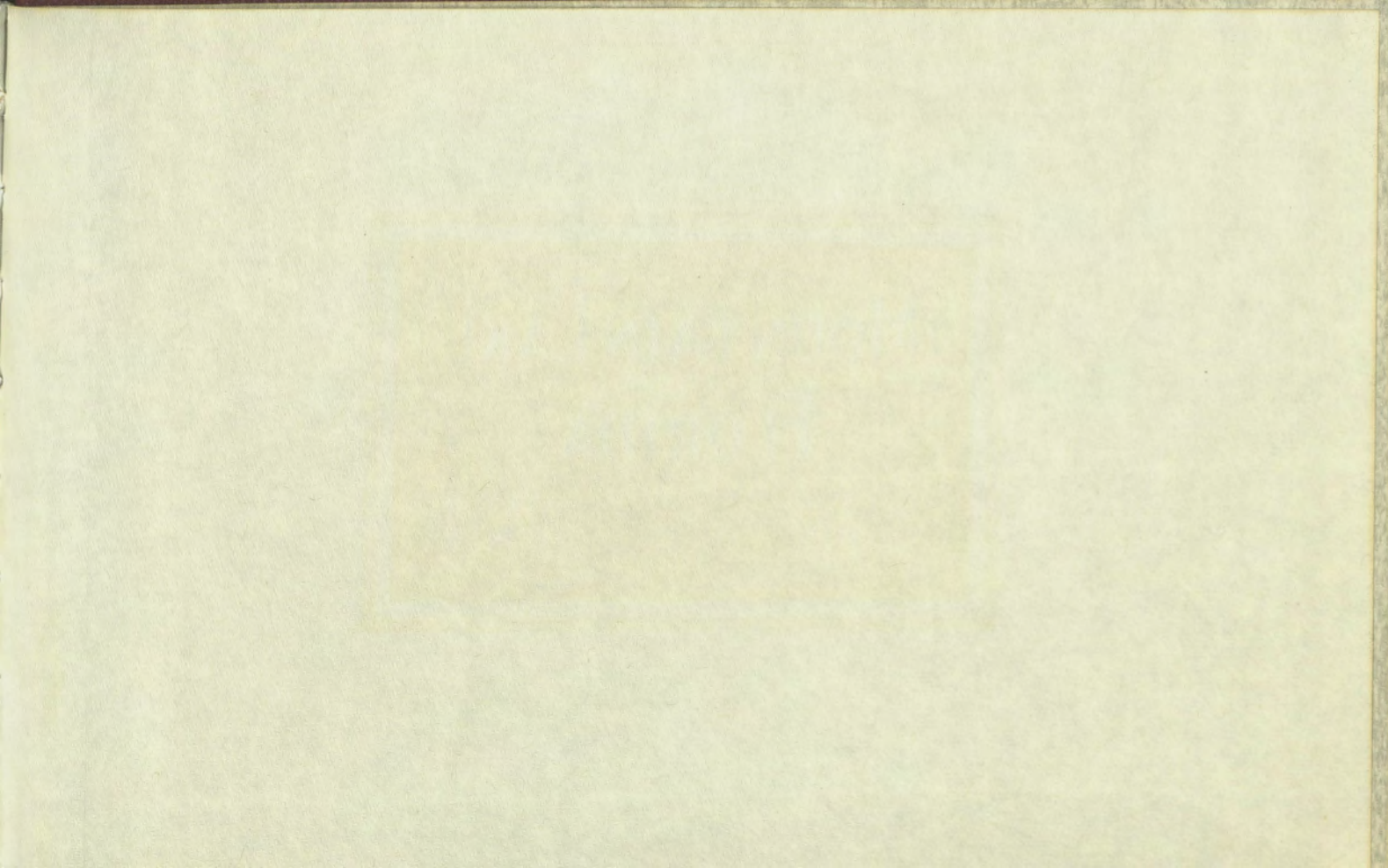
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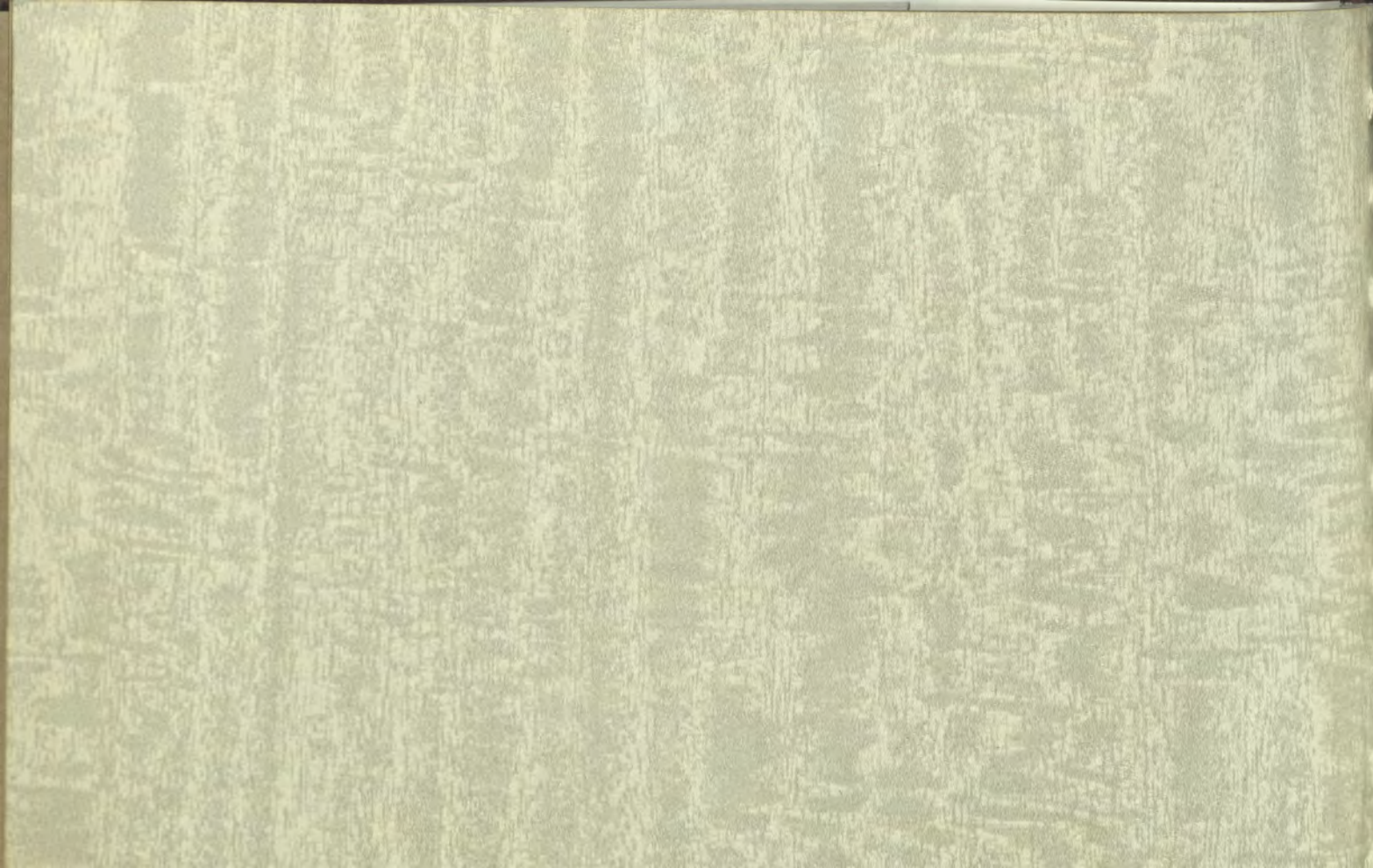
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